## EXHIBIT 96 REDACTED

Message

From:

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Sent: 12/12/2014 7:59:34 PM
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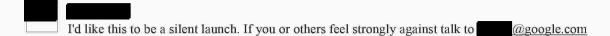
Subject: AdX Per Buyer Res... - Will we proactively communicate we're...

Attachments:

mentioned you in a comment on AdX Per Buyer Reserve Prices



Will we proactively communicate we're doing this? Or is the plan to keep this secret from both pubs and buyers?



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